

work because economic and political situation in the country makes it difficult to realize them.

The main thing to be done is to change people's attitude, their outlook on ecological problems. And make them realize the impotence of ecological balance between people, nature and people their activities.

This is the task of education. Education is the basis for the future of the country. While training specialists for the Russian economy deep understanding of the concept of sustainable development can be given.

Different strategies have been adopted in higher schools lately. Universities offer students extensive programs. Such courses are included in the curriculum as Environmentally Clean Technologies, Waste Utilization, Highly Effective Ways of Energy Use, Air Around Us, Coal Mining and Reclamation, Oil and our environment.

Even more is to be done. A special course in sustainable development as a new model of development is required at Universities.

It is important for everyone but especially for those who will work in industrial and agricultural sectors and will be responsible for the quality of life of the people and will be able to work for the good of mankind. The role of education in bringing the ideas to every person is great.

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GENDER DIFFERENCES IN GLOBAL ENTREPRENEURSHIP

Abstract. This paper explores the status of women's entrepreneurship on a global level, analyses the challenges professional women face and the impact of female entrepreneurship in different economic environments.

In most countries, regions and sectors, the majority of business owner and managers are male (from 65% to 75%)⁵. However, female entrepreneurship has attracted increasing attention in recent years in

⁵ OECD Statistics Directorate (2012). Measuring Entrepreneurship – A collection of indicators, URL: <http://www.oecd.org/std/>

context of the importance of new business creation for economic growth and development.

Women are facing specific obstacles (such as family responsibilities, discrimination, gender prejudice, and undervaluation) that have to be overcome in order to give women access to the equal opportunities as men. Unlike developed countries emerging economies are still severally influenced by women discrimination. In some countries, women may experience obstacles with respect to holding property and entering contracts. Increased participation of women in the labour force is a prerequisite for improving the position of women in society and self-employed women. Thereby, women's entrepreneurship needs to be studied separately for several reasons:

- woman's entrepreneurship has been recognized during the last decade as an important source of economic growth.
- equal opportunity between man and women from the perspective of entrepreneurship is still not a reality.

To measure entrepreneurial activity different indicators are commonly used (Global Entrepreneurship Monitor, Entrepreneurship Barometer, Global Entrepreneurship and Development Index, OECD and Economic Commission's sets of indicators). Despite the fact that these indexes have been considered as good base for entrepreneurship during the last decades, it seems to be unsuitable to analyze the complex relationship among economic, social, and demographic factors driving entrepreneurial activity in current conditions⁶.

In addition, there are some difficulties in studying women-led companies – a firm may have multiple founders or owners of both genders. Various research deal with the problem in different ways: count female enterprises as those owned solely or primarily by women, exclude mixed-ownership firms, track start-up activity by individuals rather than by firms. Also there is a problem with the availability of data on the individual level. This means that some national systems prohibit gender statistics.

There are 190 million women entrepreneurs in fifty nine countries⁷. Women entrepreneurs are successful not only in industries where they

⁶ Minniti, M. 2010. 'Female entrepreneurship and economic activity', European Journal of Development Research, Vol. 22 No. 3, pp.294–312.

⁷ Global Entrepreneurship Monitor 2012 / Global Report, URL: <http://gemconsortium.org>.

were traditionally active (e.g. retail, education and other service industries), but also in less traditional sectors (e.g. manufacturing, construction, and transportation).

Woman who choose to become entrepreneurs are motivated primarily by the following financial and psychological factors:

- The desire to build wealth;
- The wish to capitalize on business ideas they had;
- The appeal of startup culture;
- A long-standing desire to own their own company;
- Working for someone else did not appeal to them.

The majority of existing studies note that women, because of their gender, often have additional obstacles that their male peers are less likely to encounter. According to the Kauffman Foundation's research the key challenges faced by female entrepreneurs are⁸:

- Access and control over financial resources;
- Access to info, training and markets;
- Gender discrimination and stereotyping;
- Household responsibilities (reduced mobility) ;
- Cultural attitudes towards women as entrepreneurs;
- Lack of equal opportunities in certain industries.

Considering GEM the large majority (80%) of women entrepreneurs across Europe have micro enterprises, with 1 to 9 employees, 10% have small companies (10–49 employees), 2.0% – medium sized companies (50–249 employees) and 0.5 % – large companies (over 250 employees)⁹.

It seemed surprising that the per cent of women entrepreneurs is higher in countries where the general income per capita is small and where women have no other option for making a living (such as Angola, Bolivia and Peru) and lower in countries where the general income per capita is high (such as Israel, Germany and the UK)¹⁰.

Another problem is that many women business owners don't know where to find help. There are lots of organizations that provided some

⁸ Robb, Alicia and Susan Coleman. 2009. Characteristics of new firms: A comparison by gender. (Kansas City, Mo.: Ewing Marion Kauffman Foundation).

⁹ Acs Z. J., L. Szerb. Global Entrepreneurship and Development Index 2012 / Edward Elgar Pub, 2012. – 400 p.

¹⁰ Entrepreneurship Barometer 2011 / Produced for the G20 Young Entrepreneur Summit, October 2011, URL: <http://www.ey.com/Publication>.

form of support for woman entrepreneurs. The services provides by these organizations can be summarized as follows:

- Training, advice, counseling or other types of support activity (popular in Denmark, Ireland and Spain);
- Programs designed to assist women to start-up in business (e.g. Czech Republic, UK, Estonia, Slovakia);
- Developing networks of women entrepreneurs (France);
- Specific financial support (like special loan scheme) for women entrepreneurs (Sweden and Finland).

As mentioned above, more and more women entrepreneurs are starting businesses and they now account for a quarter to a third of all businesses in the formal economy worldwide. They are involved in business activities at all levels, making economic contributions to economic growth. However, the great majority are very small or micro enterprises with little potential for growth. Otherwise, women entrepreneurs are under-represented in enterprises of all sizes, and the bigger the firm the less likely it is to be headed by a woman. Also there are numerous problems for women in business, such as discriminatory laws, cultural practices, lack of access to formal financial institutions, and time constraints due to family and household responsibilities. Removing these barriers will create greater opportunities for enterprises run by women.

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РОССИЯ НА МИРОВОМ РЫНКЕ ВООРУЖЕНИЯ

Аннотация. В статье рассматривается мировой рынок оружия и место России на нем. Исследуется конкурентоспособность оборонной отрасли Российской Федерации, а также определяются слабые стороны отрасли и изучаются возможные мероприятия по их ликвидации. Для более полного описания сложившейся ситуации на рынке проводится сравнение России с двумя наиболее перспективными странами – экспортерами оружия (США и Китаем).